

Back from a Few Bumps in the Road — for Good

Around six months after John Catral, a 29-year-old resident of Ridgely Park, began smoking cigarettes casually, he developed a half-a-pack-a-day habit that lasted for five years. John credits New Jersey Quitnet for motivating him to finally kick the habit.

“Quitnet played a big part in helping me to quit smoking,” says John, who first logged on to the service around 18 months ago. He frequently participated in the chats and forums. Yet despite the support and his strong desire to quit, John had a few false starts and returned to smoking — a source of tremendous guilt. “I felt like I had failed,” he explains.

But every time he failed, he would log back on to New Jersey Quitnet for support. Fellow users gave him pointers. At their urging, he tried adding filters to his cigarettes, but it didn’t work. He then tried the patch, and even saw his doctor for a prescription of Zyban. The combination of the patch and Zyban did the trick. “New Jersey Quitnet helped me figure out which resources were right for me,” he says. “With help, I was able to finally quit smoking for good.”

Since he quit, John notes: “It’s a lot easier to play basketball, and I no longer wake up with smoker’s cough.”

John has been smoke-free since February 2001.



John Catral

Community Partnerships

Attacking the Problem from Many Different Directions

The strength of community partnerships lies in their ability to reach the grassroots of New Jersey’s uniquely dense and exceptionally diverse population to change community norms at the local level. Our community partnerships connect the Comprehensive Tobacco Control Program to the people of New Jersey. Partnerships enable the CTCP to link with organizations and institutions that have well-established anti-tobacco programs and tap their expertise in tobacco control advocacy, prevention, and cessation. Their unique capability to forge these connections and achieve results is the reason why DHSS gives \$7 million in grant funds to community partnerships each year.

Through these partners, the CTCP advances all five of its strategic goals.

- The partners help to get State-funded services to the people who need them.
- Partners build coalitions to effect change in social norms, decreasing the acceptance of tobacco use and highlighting its impact on public health.
- Partners foster community support for policies and ordinances to reduce smoking in public places and decrease exposure to second-hand smoke.

Our partners form a powerful statewide network of tobacco control advocates, including the American Cancer Society, the American Lung Association, the American Heart Association, NJBreathes Coalition, New Jersey GASP, the New Jersey Medical Society, the Southern New Jersey Perinatal Cooperative, Visiting Nurses and Health Services, Inc., the Communities Against Tobacco (CAT) coalitions, the local health departments, and many other partners. These partners share educational resources and technical expertise to assist each other in developing and strengthening knowledge and skills.

The Communities Against Tobacco (CAT) coalitions have an active presence in all 21 counties. They work in collaboration with their local health departments to carry out a variety of CTCP initiatives, including tobacco age of sale enforcement, public education around tobacco treatment and prevention programs, and advocacy for smoke-free environments.

All of our partners have made a significant impact in changing the culture and social acceptability of tobacco use in New Jersey in 2001.

- In just one year, 250 additional businesses across the State enacted smoke-free policies in their workplaces.
- Proprietors of 977 New Jersey restaurants voluntarily adopted smoke-free policies, nearly doubling the number of smoke-free restaurants in New Jersey to a total of 2,077.
- As of February 2002, 374 smoke-free ordinances have been enacted by 264 New Jersey municipalities to reduce the public’s exposure to the damaging effects of tobacco smoke.
- Grassroots education initiatives have reached more than 160,000 individuals in 2001.

NJBreathes

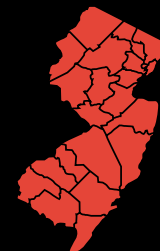
New Jersey’s medical community **NJBreathes** is firmly supportive of tobacco control initiatives. In 1994, the Medical Society of New Jersey established New Jersey Breathes, a statewide coalition of 47 member organizations. NJBreathes works to reduce the harmful impact of tobacco use by changing the social norm that tobacco use and environmental tobacco smoke are acceptable, and by advocating for tobacco-free policies within the public and private sectors. NJBreathes is recognized as one of the most effective statewide tobacco control coalitions in the nation. The principal goal of NJBreathes is to spearhead public policy development and advocacy for a comprehensive tobacco control program that will reduce tobacco use and exposure, and illness and death in New Jersey.

Coalition members include prestigious statewide health organizations, which have long been concerned about tobacco use, including the American Cancer Society, the American Heart Association, the American Lung Association, New Jersey Group Against Smoking Pollution (GASP), and the University of Medicine and Dentistry of New Jersey. The coalition also includes business organizations such as Aetna, U. S. Healthcare, and groups representing New Jersey’s culturally diverse populations, such as the Center for Hispanic Policy, Research and Development. New Jersey’s Department of Health and Senior Services has been a member of the coalition since its creation.

DHSS awarded NJBreathes \$1.8 million from the Master Settlement Agreement to support its mission at the state level and to create other community partnerships and initiatives supportive of the same goals.

NJBreathes PROGRAM IMPACT: STATEWIDE

Target Population: All New Jersey citizens
Funding Amount: \$1.8 million (18 month contract)
Contact: Larry Downs, Project Director
2 Princess Road
Lawrenceville, NJ 08648
Phone: (609) 896-1766, Ext. 257
Fax: (609) 896-1368
e-mail: ldowns@msnj.org
web: www.njkickbutt.org



Community Partnerships

Using MSA funds, NJBreathes has created the Ambassadors’ Program to expand participation of organizations that have not traditionally been involved in tobacco control policies. Through the Ambassadors’ Program, private and non-profit organizations representing children, women, multicultural groups, and faith-based institutions have come to recognize the negative health impact of tobacco on their constituents and the benefits that tobacco-free policies confer.

In another MSA-funded program, Saint Barnabas Hospital is conducting a pilot program within its hospital system to provide nicotine treatment interventions to patients admitted to cardiac, pulmonary, oncology, and maternity wards who want help to quit smoking. St. Barnabas plans to expand the program to other hospitals statewide.

NJBreathes also provides training to other DHSS grantees. For example, NJBreathes is providing media training to Communities Against Tobacco coalitions to increase their ability to inform the public about their activities and generate support for tobacco control.

Through quarterly and year-end reports, NJBreathes documents the work of the coalition and quantifies project expansion, educational outreach, and data collection conducted by the coalition and sub-grantees.

Southern New Jersey Perinatal Cooperative

Persuading pregnant women and new mothers to quit smoking and to protect their children from environmental tobacco smoke are critical goals for CTCP, because tobacco is

especially harmful to unborn children and infants. For unborn children, tobacco exposure can be life-threatening – a cause of infant mortality, premature births and low birth weight. It can also result in a lifetime of health complications. Infants and young children exposed to environmental tobacco smoke suffer increased risk of upper respiratory infections, ear infections, asthma, allergy attacks, and even sudden infant death syndrome (SIDS).

To reduce these risks for New Jersey’s children, DHSS awarded the Southern New Jersey Perinatal Cooperative \$750,000 from MSA funds in June 2001 to launch a pilot program called Mom’s Quit Connection (MQC). The Southern New Jersey Perinatal Cooperative is a non-profit

coalition of healthcare professionals and consumers that provides and coordinates maternal, fetal, and pediatric healthcare. The MQC is a demonstration project to raise awareness among pregnant women, mothers of young children, and caregivers about the damaging impact of tobacco use on children’s health.

In October 2001 the Cooperative conducted focus groups and surveys among pregnant women and mothers of small children who are smokers or recent quitters. The purpose of this research was to determine the women’s attitudes toward smoking and pregnancy, to identify both challenges to quitting and motivating factors that support quitting, and to determine effective messages to persuade them to quit. The Cooperative reported its findings and used the information to develop the MQC program elements.

The program provides these young women with a toll-free number for easy access to MQC. It provides individualized case management from a certified smoking cessation support counselor and Mom’s Support Groups with professional facilitators.

The MQC program evaluates new participants’ knowledge about smoking hazards and readiness to quit, and enrolls participants in a formal education program. In addition, the program informs participants about DHSS’ free or low-cost Quit services to help them quit smoking.

The MQC reaches out to healthcare providers with educational programs about the importance of assessing the smoking status of pregnant and parenting women, of providing information to these women about the health risks of smoking, and of referring them to smoking cessation treatment programs. The Perinatal Cooperative staff also gives presentations to other organizations involved in women and children’s health, and collaborates with the Southern New Jersey CAT coalitions.

Evaluation mechanisms include multiple surveys to evaluate the smoking status of women during pregnancy and again after birth. A survey was administered to all focus group participants to examine attitudes about smoking and pregnancy, barriers and motivators to quitting, and response to media messages. New clients to MCQ complete first encounter forms as part of case management to collect basic demographic data and information about pregnancy, smoking status, and referral source. Telephone interviews with area obstetricians and

Community Partnerships

pediatricians help determine the need for making patient referrals to smoking cessation programs.

The Communities Against Tobacco (CAT) Coalitions and The New Jersey Prevention Network (NJPN)

The Communities Against Tobacco (CAT) coalitions bring tobacco control initiatives to the grassroots level. The CATs are the principal representatives of the State’s tobacco control program to the municipalities and communities of New Jersey. These coalitions are present in all 21 New Jersey counties. Their purpose is to engage local communities to further the goals of the Statewide CTCP. Representation on the coalitions is reflective of the population diversity in each of New Jersey’s counties. Coalition members contribute as individuals or as affiliated organizations, including schools, businesses, churches, municipal alliances, healthcare providers, and cultural and ethnic groups. They reach out to their communities to educate, promote local tobacco control activities, policies, and ordinances, and conduct public awareness campaigns.

Their outreach and local connections are what bind the State’s tobacco control program together in a Statewide network. Together they comprise a coordinated effort that embraces the work of local health officers and REBEL teens. Each coalition has a REBEL Youth Coordinator that links the REBEL movement to the communities. The CATs work together to reduce environmental tobacco smoke (ETS) and change social norms regarding acceptability of tobacco use by advocating municipal ordinances and voluntary policies to establish smoke-free environments in their communities. In addition, they disseminate information about the State’s free and low-cost services designed to help smokers succeed in quitting.

During 2001, the CATs reached 63,000 people with information about New Jersey’s Quitline, Quitnet and Quitcenter services. The CATs’ educational programs on the dangerous health effects of tobacco and ETS reached more than 135,000 people, including an estimated 3,000 children and teens who attended a variety of CAT-sponsored anti-tobacco community activities. These coalitions are expanding their outreach and membership each year.

DHSS awarded \$2,568,695 to support the statewide CATs activities and to reach out to diverse populations. All but two CATs are staffed and organized by The New Jersey Prevention Network (NJPN), a non-profit organization that promotes wellness, health, and safety through a statewide coordinated approach to advocacy, collaboration, and education. Independent groups operate two CATs, one in Cumberland and another in Essex/Union Counties. Each CAT has a coordinator who organizes activities.

To evaluate the effectiveness of each local program, the coordinator works with key members of his or her community to develop a logic model for measuring project outcomes. Additionally, NJPN monitors the progress of the coalitions’ activities and the achievement of statewide goals through monthly reports, technical assistance, and on-site supervision.

New Jersey GASP (Group Against Smoking Pollution)

New Jersey GASP, a grassroots citizen activist group, has campaigned for smoke-free air in workplaces and public spaces since 1974. The group also advocates for tobacco-free lives for children. NJ GASP created the Tobacco Control Policy and Legal Resources Center to collect and dispense information, guidance, and technical assistance on local tobacco control policy, litigation, and legislation. The Center’s output includes consultations, a Web site, educational mailings, presentations, and publications. In 2001 alone, New Jersey GASP printed more than 53,000 documents, including legislative and legal analyses and briefs. Major publications included *State Laws on Tobacco in New Jersey*, *Local Laws on Tobacco in New Jersey*, and *100% Smokefree Dining in New Jersey*.

NJ GASP published the first how-to manual in the nation to help businesses establish a smoke-free workplace, and the organization has continued to update this information and expand its scope beyond the workplace to schools, government buildings, and other facilities. To persuade restaurants to adopt smoke-free policies, NJ GASP published *Smokefree Dining is Best* and *The Smart Restaurateur* newsletter, which document the success of smoke-free restaurants and provide guidance in effective marketing of their smoke-free policies to potential patrons.



Southern New Jersey Perinatal Cooperative – “Mom’s Quit Connection” (MQC)
PROGRAM IMPACT: SEVEN SOUTHERN NEW JERSEY COUNTIES – ATLANTIC, BURLINGTON, CAMDEN, CAPE MAY, CUMBERLAND, GLOUCESTER, AND SALEM.
Target Population: Pregnant and post-partum females, caregivers of young children, maternal child health providers, and day care providers
Funding Amount: \$750,000
Contact: Merle J. Weitz, M.S.W., Director
2500 McClellan Avenue, Suite 110
Pennsauken, NJ 08109
Phone: (856) 665-6000, Ext. 222
Fax: (856) 665-7711
e-mail: mweitz@snjpc.org
web: www.snjpc.org

The Communities Against Tobacco (CAT) Coalitions and The New Jersey Prevention Network (NJPN)
PROGRAM IMPACT: STATEWIDE
Target Population: All New Jersey residents, with special emphasis on disparate populations
Funding Amount: \$2,568,695
Contact: Joan Krier, NJPN Executive Director
700 Rt. 70, Unit 4
Lakewood, NJ 08701
Phone: (732) 367-0611
Fax: (732) 367-9985
e-mail: Joan@njpn.org
web: www.njpn.org

New Jersey GASP (Group Against Smoking Pollution)
PROGRAM IMPACT: STATEWIDE
Target Population: New Jersey citizens, legislators, government administrators, colleagues, media, employers, employees, educators, researchers, students, and smokers
Funding Amount: \$250,000
Contact: Regina Carlson, Executive Director
105 Mountain Avenue
Summit, New Jersey 07901-3421
Phone: (908) 273-9368
Fax: (908) 273-8222
e-mail: info@njgasp.org
web: www.njgasp.org

LINCS Tobacco Program
PROGRAM IMPACT: STATEWIDE
Target Population: All New Jersey citizens
Funding Amount: \$1,453,030
Contact: Pat Belmont, Acting Program Manager
New Jersey Department of Health and Senior Services, Comprehensive Tobacco Control Program
120 S. Stockton Street, 3rd Floor
Trenton, NJ 08625
Phone: (609) 984-1312
Fax: (609) 984-3346
e-mail: pat.belmont@doh.state.nj.us
web: www.state.nj.us/health

Community Partnerships

As part of the grant with NJBreathes, DHSS has awarded NJ GASP \$250,000 from MSA funds to support the organization's outstanding initiatives in reducing environmental tobacco smoke.

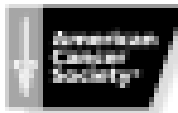
LINCS (Local Information Network Communication System) Tobacco Control Programs

The Local Information Network Communication System – commonly called LINCS – administers all DHSS grants to New Jersey's 114 local health departments. DHSS awarded \$1,453,030 from MSA funds to the State's local health departments to support their work with the Communities Against Tobacco (CAT) coalitions to reduce environmental tobacco smoke in municipalities.

Each of the 24 LINCS Tobacco Coordinators is a member of a county CAT and coordinates the CAT anti-tobacco activities with local health officers to increase the number of:

- Municipalities that restrict the sale, promotion, and use of tobacco products;
- Employers who adopt smoke-free workplace policies; and
- Restaurants and outdoor facilities with smoke-free areas.

The LINCS program evaluates these collaborative efforts with the CATs and determines progress using the same logic model developed by the CATs to measure program outcomes.



The American Cancer Society (ACS)

Tobacco is a leading cause of many cancers, including lung, pancreatic, esophageal, lip, oral, pharynx, and kidney and other urinary cancers. Lung cancer alone accounts for 29 percent of all smoking-related deaths in New Jersey each year – more than one in every four deaths from tobacco use. The American Cancer Society works to eliminate cancer as a major health problem through research, education, advocacy, and service.

CTCP awarded \$450,000 in MSA funds to ACS to implement tobacco control programs for New Jersey, designed to train key groups in effective tobacco control initiatives.

The Communities of Excellence in Tobacco Control Program (CX) has trained CAT coordinators to strengthen their ability to work with community groups. The goal is to help them plan comprehensive tobacco control programs in their communities and achieve concrete

outcomes. ACS is selecting six pilot communities for more intensive on-site training in 2002.

The goal of the New Jersey Tobacco Cessation Worksite Program is to increase the availability, utilization, and effectiveness of nicotine dependence education and treatment in worksites throughout the State. The program works with the largest employers in the State to establish policies that create disincentives and barriers to tobacco use. In 2001, ACS established 20 worksite partnerships at major companies such as Verizon Wireless, CHUBB, and Prudential. This program will reduce the costly burden of tobacco use for both employers and employees in New Jersey.

The New Jersey Tobacco Institute – Training and Technical Assistance Program provides ongoing assistance and support for CTCP grantees. The program focuses on building grantee capacity to set goals and priorities and developing effective programs in advocacy, community education, and prevention. It will also disseminate information on best practices in tobacco control through workshops and the creation of a special Web site.

ACS will evaluate these programs through screening, pre- and post-program surveys, participant interviews, site visits, database tracking mechanisms, and written program evaluations. ACS also provides monthly progress and financial reports to DHSS.

The American Lung Association (ALA)



While the rate of smoking among New Jersey high school students has actually declined since DHSS launched the Comprehensive Tobacco Control Program in 2000, the number is still too high. Nearly one in four high school students (24.5%) has smoked at least one cigarette in the past 30 days. Many teens are frequent smokers, meaning they smoke cigarettes at least 20 days a month. Fifty-five percent of teens report at least one failed quit attempt in the past year. Teens do not always respond to the same treatment approaches that work for adults; they need programs that speak to their motivations and perceptions.

To help teens quit smoking, DHSS awarded \$200,000 to the American Lung Association (ALA) for implementation of its Not-On-Tobacco (N-O-T) program in 20 pilot schools around the State, beginning in the

Verizon Wireless Anti-Tobacco Message Rings Crystal Clear

“Verizon Wireless is a leader in taking the initiative to help employees quit smoking and live smoke-free,” says BethAnn Boyle, the Health & Wellness Coordinator at the company's offices in Warren and Bedminster, N.J. BethAnn is proud of her company's anti-tobacco program, Living Well Tobacco Free, which was developed with the help of an American Cancer Society (ACS) program funded by the New Jersey Department of Health and Senior Services. Eighteen corporations currently take part in the program.

“As part of the Living Well Tobacco Free program, our Health & Wellness Center provides facts about smoking in a weekly e-mail to all 38,000 employees, along with contact information for cessation services,” says BethAnn, “New Jersey's Quit services are an integral part of our program. We are always recommending the services and refer employees because of the many options and great results.” Employees can request a ‘Quit Bag’ that includes pamphlets from ACS on topics such as how to quit smoking and how to remain smoke-free and cancer-free, and New Jersey Quitnet, Quitline and Quitcenters literature. “We offer pamphlets about smoking throughout the year, and during November, we place Quit Bags and posters near all the entrances of the building,” she adds. Since the program's inception in August 2001, Verizon Wireless employees have requested approximately 500 Quit Bags.

In January 2002, the company launched its Freshstart program, a classroom-based cessation program for employees who want to kick the habit. Ten employees from the two offices signed up for the first class in January. By the end of February, three quit smoking, and four others have “cut back drastically” on the number of cigarettes they smoke. What's the key to achieving such outstanding results? “Employees benefit from the close attention that the program provides,” BethAnn explains. “They're glad to have on-site assistance with the tough task of quitting tobacco.”

All in all, Verizon Wireless' anti-tobacco efforts are making an important difference. “Our company is excited to be able to offer such a great employee benefit,” says BethAnn. “And our executives know how important it is to have healthy employees on board.”

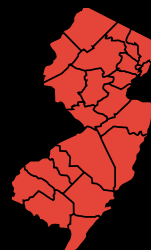


BethAnn Boyle gives a Verizon Wireless employee some tips on quitting.

BethAnn Boyle

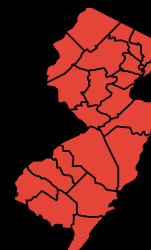
The American Cancer Society (ACS), Eastern Division Inc./NJ PROGRAM IMPACT: STATEWIDE

Target population: All New Jersey citizens
Funding Amount: \$450,000
Contact: Jackie Smith, Director of Tobacco & Program Services/NJ
2600 U.S. Highway No. 1
North Brunswick, NJ 08902
Phone: (732) 297-8000
Fax: (732) 297-9043
e-mail: jsmith2@cancer.org
web: www.cancer.org



American Lung Association PROGRAM IMPACT: STATEWIDE

Target Population: High school students who smoke cigarettes and volunteer to quit
Funding Amount: \$200,000
Contact: Marjorie J. Bromberg, Senior Director, Programs and Services
American Lung Association of New Jersey
1600 Route 22 East
Union, NJ 07083-3407
Phone: (908) 687-9340
Fax: (908) 851-2625
e-mail: infoalanj@aol.com
web: www.lungusa.org

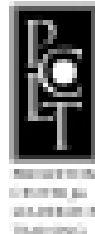


Community Partnerships



fall semester of 2001. This teen-specific program has increased quit rates and reduced tobacco consumption among participants in other states. N-O-T addresses teen needs by focusing on becoming tobacco-free as just one aspect of choosing healthy lifestyle behaviors and improving life skills. The program also creates a high comfort level for teens by dividing males and females into separate groups, which allows participants to freely discuss their motivations for using tobacco and experiences in trying to quit.

ALA will evaluate N-O-T by comparing cessation rates at pilot schools with rates at similar non-participating schools. Results will determine N-O-T's effectiveness and the appropriateness of expanding the program into other high schools in the State.



Princeton Center for Leadership Training

Middle school students are already experimenting with cigarettes and other tobacco products. According to the 2001 *New Jersey Youth Tobacco Survey*, 6.1 percent of these students are already current cigarette smokers, meaning that they have smoked at least once in the past 30 days.

The Princeton Center for Leadership Training, an independent non-profit organization that works with schools and communities to develop healthier environments for youth, has been awarded \$350,000 to coordinate REBEL 2, the middle school component of the REBEL movement. REBEL 2 specifically targets youth in grades six through eight with after-school programs that provide activities designed to promote healthy lifestyle choices and build awareness of the addictive nature and dangerous consequences of tobacco use.

Once the members of REBEL 2 understand the risks and effects of tobacco, they become mentors to elementary school children in their communities. Their goal is to prevent younger children from experimenting with cigarettes or other tobacco products.

The Princeton Center has launched the program in 25 middle schools across the State. This proactive program extends the REBEL movement into the lower grades and thus contributes to creating a truly comprehensive primary prevention program to change community and social norms about the acceptability of tobacco use. The program is based on the Centers for Disease Control and Prevention (CDC) Best Practices.

Program evaluation will be based on both quantitative and qualitative data, including monthly reports on the numbers of students in each chapter, meetings held, and presentations given. Focus groups are conducted with adults and students regarding the content of the meetings and student attitudes and behaviors related to tobacco use.

New Jersey Higher Education Consortium: Tobacco Social Norms Project/New Jersey Collegiate Tobacco Control Initiative

College students consistently overestimate the actual use of cigarettes by their peers, according to research. This is significant. Students who think that the majority of their peers smoke are more likely to smoke themselves, believing that "everybody does it." They perceive smoking as the social norm. Correcting this misperception is at the heart of the social norms approach.



In 2001, the New Jersey Higher Education Consortium, funded by DHSS, implemented a social norms project to decrease cigarette smoking rates among students on college campuses. This project was based on a model developed to reduce binge drinking among college students. Building on the success of their 1998 Alcohol Social Norms Project (TSNP), the Consortium produced an inventory of written smoking policies for all county and state colleges, and launched the Tobacco Social Norms Project. The Project goal is to decrease smoking rates in three demonstration schools: Rutgers – New Brunswick, Rowan University, and St. Peter's College.

These institutions of higher education conduct social norms media campaigns based on carefully conducted surveys of their campus communities. The results of these surveys are communicated to the college communities through print and radio media campaigns and related activities. Project outcomes are monitored through follow-up surveys at institutions implementing media campaigns and control schools that are not utilizing the social norms approach. A social norms campaign on CD and a monograph concerning tobacco use policies on New Jersey campuses were distributed to all New Jersey college and university presidents in October 2001.

In part through a grant with NJBreathes and through a separate grant for the TSNP, DHSS has awarded this Consortium \$425,000 from MSA funds over an 18-month period.

New Jersey Quitline *Es Muy Bueno, Si!*

Marta Mangual, 67, started smoking with her girlfriends when she was 24 years old. "Everyone in my house smoked and it seemed like the natural thing to do," she recalls. At first, she smoked about a pack a day. But after the birth of her first child, she worked her way up to a three-packs-a-day habit.

Although Marta tried to kick the habit with the help of nicotine gum, she wasn't able to quit on her own without support. Then last winter, her daughter came across a brochure for New Jersey Quitline's Spanish-language service at a supermarket in Twin City. She brought the brochure home and handed it to her mother. Determined this time to quit for good, Marta gave New Jersey Quitline a call.

"After my first phone call, I felt more motivated than ever to quit," says Marta. "The counselors were very friendly, and they genuinely wanted to help me. It was easy to talk to them." Marta was grateful that she was able to share her feelings about smoking in her native tongue. "I have nothing but great things to say about the program," she adds.

Marta's been smoke-free since January 2002. "This time, I know I can give it up for good," she says. Already, she's noticed the positive health effects. "I haven't felt this good in years!"

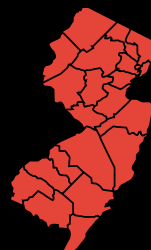
Would Marta recommend the Spanish-language service to her friends? "I have already! New Jersey Quitline *es muy bueno!*"



Marta Mangual

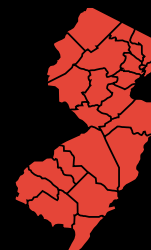
Princeton Center for Leadership Training PROGRAM IMPACT: STATEWIDE

Target Population: Middle school students
Funding Amount: \$350,000
Contact: Dr. Abby Attias, Director
12 Vandeventer Avenue
Princeton, NJ 08542
Phone: (609) 252-9300 Ext. 103
Fax: (609) 252-9393
e-mail: Aattias@princetonleadership.org
web: www.princetonleadership.org



New Jersey Higher Education Consortium: Tobacco Social Norms Project PROJECT IMPACT: NEW JERSEY COLLEGES AND UNIVERSITIES

Target Population: New Jersey college students
Funding Amount: \$425,000
Contact: Linda Jeffrey, Ph.D., Project Director
Rowan University Center for Addiction Studies
201 Mullica Hill Road
Glassboro, NJ 08208-1701
Phone: (856) 863-2175
Fax: (856) 256-4423
e-mail: lindaj2@attglobal.net
web: www.rowan.edu/lasstitute/CAS



A Habit Born from Grief

When Rhonda Levell's husband died seven years ago, she started smoking a pack of cigarettes a week to help cope with her grief.

It wasn't until Rhonda was admitted to a hospital for persistent cough and flu-like symptoms that she decided she'd had enough. "My doctor knew what the problem was," says Rhonda. "So he asked me, 'Would you like to quit smoking?' I said, 'Yes!' " Her doctor referred her to the New Jersey Quitcenter at Newark Beth Israel Medical Center.

Through one-on-one counseling and daily journal writing, Rhonda began to understand the underlying factors that caused her to smoke. "I had never spoken to anyone about what happened to me emotionally after my husband died," she says. "My counselor helped explain the emotional attachment I had to cigarettes, and slowly I began to heal." Two months later, in April 2001, Rhonda quit for good.

Rhonda is thankful for New Jersey Quitcenter. "Sometimes you can't do things by yourself. For me, the Quitcenter counseling did more good than seeing a psychologist."

Rhonda Levell



Public Awareness and Media

The Effect of Media

The power of media and marketing to influence behavior and drive demand for products and services is well known. Observe the fact that the tobacco industry spends approximately \$247 million on advertising each year in the Garden State alone. In the year following the 1998 Master Settlement Agreement (MSA), which prohibited tobacco advertising on billboards and in teen publications, the five largest tobacco companies actually increased their advertising and promotional expenditures by 22.3 percent to a total of \$8.24 billion.

Research shows that tobacco industry marketing increases the number of children, teens, and young adults who try smoking and become regular smokers. We have learned from other states' experiences and numerous studies that one of the best ways to reduce the power of tobacco marketing is to mount an intense campaign to counter pro-smoking messages. Moreover, effective marketing efforts must include prevention and cessation messages for both youth and adults. Advertising and public relations campaigns can break through the industry's clutter and communicate the truth about tobacco and the industry's marketing tactics.

New Jersey's Campaigns Work

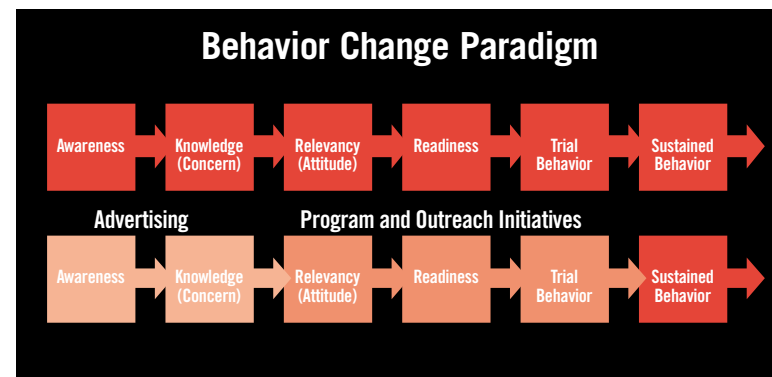
New Jersey's public awareness campaigns are based on extensive consumer research that explored the needs and attitudes of teens and young adults toward tobacco use and attitudes of adult smokers toward quitting – particularly the 70 percent who have said they want to quit and are searching for a way to succeed.

Clearly, countering tobacco industry marketing requires innovation, creativity, strategic planning, and resources. The Master Settlement Agreement (MSA) funds have enabled New Jersey to budget \$6.3 million annually to conduct a public awareness and media campaign using paid television, radio, and print advertising; public relations; special events; and promotions to counter tobacco industry marketing.

We reach New Jersey's diverse population through a combination of general and multicultural marketing and media activities directed toward the African-American, Asian, and Hispanic communities. Radio, billboard, bus, and newspaper advertisements, as well as brochures and posters, are in English and Spanish. Newspaper ads are also in Chinese and Korean. In 2001, our REBEL and smoking cessation advertisements were carried in 12 multicultural newspapers and eight radio stations throughout New Jersey. In addition, 33 stories about REBEL and New Jersey's Quit services were printed in 25 different ethnic publications.

The Challenge of Social Marketing

Persuading New Jersey's smokers to quit and nonsmokers not to start, and changing the acceptance of tobacco use is a challenge. It involves



getting people to change their behavior – to give up something they may find satisfying or attractive. Achieving change involves moving people along a continuum over time from considering change to actually taking steps to achieve it. Social marketing facilitates this process. Achieving the end result requires an ongoing stream of messages from many sources. The challenges are especially great in New Jersey, where the primary media markets, Philadelphia and New York, are two of the most expensive and competitive in the nation. Media campaigns are costly, and it is important to document evidence linking advertising to reductions in the prevalence of tobacco use and to determine which strategies work best.

New Jersey addresses these challenges by creating an integrated marketing and communications program that is cost-effective and closely coordinated with all CTCP components. It reaches the State's enormously diverse populations through multicultural marketing and media outreach. However, adequate funding is needed over a sustained period of time to succeed in changing perceptions and behaviors.

Cessation Campaign Objectives and Strategies

The first and most obvious objective is to inform residents about the State-sponsored free and low-cost services to help them quit. Without a public awareness campaign and communications materials, New Jerseyans would not know about these services and they could not use them to succeed in quitting. It's as simple as that.

A second objective is to move smokers along the continuum toward readiness to quit. A third objective is to change the acceptability of smoking among all residents by portraying the negative aspects of smoking. Other states that focus on these objectives in their anti-smoking ads have documented the impact of their advertising on smokers. For example, a California survey, conducted in the early days of its tobacco control program, reported that 84.8 percent of smokers who had quit said that a commercial influenced their decision.

Results

Our campaign adopted a similar approach to that of California, and it is producing results.

- In October 2000, our high-profile media event to launch New Jersey Quitnet and New Jersey Quitline and introduce an extensive advertising campaign produced widespread news coverage in television and print throughout the State.
- In the four months following the September 2001 launch of a pilot campaign to test the effectiveness of broadcast advertising in getting people to use smoking cessation services, visitors to New Jersey Quitnet increased by 69 percent and calls to New Jersey Quitline increased by 100 percent.

Public Awareness and Media

- Outreach to healthcare professionals throughout the year was responsible for 12 percent of all callers to New Jersey Quitline and 10 percent of clients to New Jersey Quitnet.
- All elements of the campaign – broadcast, newspaper, billboard, and bus advertising; brochures; referrals from doctors and dentists participating in the healthcare providers mass mailing campaign; videos, CDs, and public service announcements; and feature and news stories in newspapers, magazines, and on local television and radio – were responsible for sending 80 percent of all callers to New Jersey Quitline in 2001. This demonstrated to us that a multifaceted public awareness campaign is essential to promoting New Jersey's Quit services to help smokers quit.

Our own experience is reinforced by what we have learned from other states about the extent to which media generates public response to cessation services. Research from California and Wisconsin supports the importance of media.

A California study showed that cigarette consumption decreased in association with the waves of their media campaign, and that the decline in consumption nearly halted when the state suspended the media campaign in 1991 and 1992. The California tobacco control program was associated with a 10 percent to 13 percent long-term decline in cigarette consumption, of which 21 percent was attributed to its media campaign.

Calls to a Wisconsin smoking cessation hotline dropped by half after advertising cutbacks, according to a Center for Tobacco Research and Intervention study. The cut came after funding was reduced in the state budget. The researchers pointed out that it is impossible to let potential callers know about the service without a media campaign.

Youth Anti-Tobacco Campaign

Objectives and Strategies

New Jersey has two objectives for the New Jersey youth anti-tobacco campaign. Our key objective is to change teens' perceptions of tobacco use as being cool and popular and replace it with a negative view of tobacco and tobacco marketing to change the acceptability of tobacco use among teens. Another objective is to expand REBEL's membership and the number of New Jersey teens who support its mission to help teens stay tobacco-free.

We are conveying these messages through a comprehensive communications strategy that exposes the lies of the tobacco industry and empowers New Jersey teens to make an informed choice – and the truly independent choice – to remain tobacco-free. REBEL has evolved into an attractive and desirable movement, created and supported by New Jersey teens. The program is accomplishing its goals.

Teens know the ploys the tobacco industry uses in its advertising to appeal to young people, and this knowledge has changed their attitudes about the industry and its products. A Minnesota study showed significant changes in teens' attitudes about tobacco and tobacco companies since the start of that state's Target Market campaign in April 2000. These attitudinal changes are important precursors to behavior changes and lower teen smoking rates.

Results

Our messages are being heard. Between 1999 and 2001, we reduced the use of all forms of tobacco among middle school students by 38 percent and among high school students by 14 percent. In 2000 and 2001, the following campaign elements drove these messages home:

- Between November 2000 and February 2001, we launched the REBEL movement, the Not For Sale advertising campaign, the *njrebel.com* Web site, and the Declaration of Independence from Tobacco, a grassroots peer-to-peer recruitment campaign.
- By the end of 2001, REBEL had grown from 340 to 7,000 teens, had collected 6,000 signatures to its Declaration, and prompted 200,000 visitor sessions on the Web site.
- In September 2001, we launched a new Not For Sale advertising campaign on prime-time television and popular teen radio stations, highlighting how the tobacco industry regards its youthful target audience.
- In September 2001, we also initiated advertising on Channel One, the in-school cable television channel. These advertisements reach 214,889 students in 308 New Jersey high schools up to two times a week throughout the school year.
- During October 2001, following the September launch of both the general media market and in-school cable television advertising campaigns, requests to join REBEL via *njrebel.com* increased by 173 percent over the average of the previous five months, when we began tracking Web site enrollment.
- Throughout the year, we promoted REBEL and the Not For Sale message of youth empowerment through billboard and newspaper advertising; by providing grassroots communications tools for REBEL, including a documentary video and CD ROM, posters, banners, and recruitment postcards; and by generating media coverage of REBEL's statewide and grassroots activities.
- In August 2001, REBEL's first statewide community service initiative, a Beach Clean-up, won widespread positive television, radio and newspaper coverage throughout the State and educated New Jerseyans about the environmental impact of cigarette butts.
- National TV coverage on *The Early Show*, *Today*, and *Fox and Friends*, and stories in such popular teen magazines as *YM*, *Seventeen*, *Teen People*, and *Time for Kids* elevated the attractiveness and credibility of the movement for New Jersey teens.

This combination of a strong anti-tobacco message and a wide range of methods for delivering the message brought thousands of teens into REBEL's orbit.

Cessation Campaign Tactics

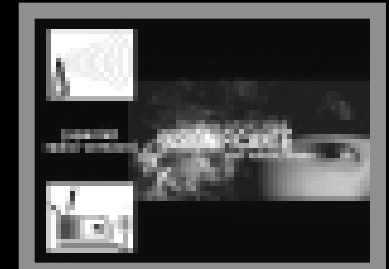
Advertising – Broadcast

"Things Telling You:" In 2001, we created a new ad campaign to air on radio and, for the first time, on television. "Things telling you to quit" is a response marketing technique, characterized by a call to action: "You have enough things telling you to quit. We'll tell you how." These ads are aimed at our primary audience: smokers who want to quit and are searching for a way to succeed. This campaign responds to our research surveys and focus groups, which revealed that smokers who want to quit do not want to be lectured, but instead want help. The ads provide contact information on NJ Quitnet and NJ Quitline.

New Jersey's CTCP Reach



Left and Above: "Things Telling You" ads encourage smokers to take action to quit smoking.



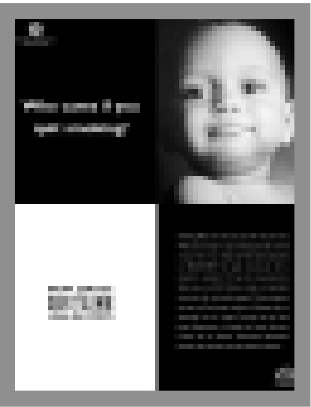
Left and Above: "Definition" TV and radio ads emphasize that teens are standing up to Big Tobacco and are "Not For Sale".

Public Awareness and Media

Furthermore, by highlighting the negative aspects of smoking, the ads begin to change the acceptability of smoking among all New Jerseyans.

Advertising – Print

“Actually, Quitters Do Win:” This campaign sends a positive message of encouragement, which our research indicates resonates with smokers. Created in 2000, the ads are continuing to run into 2002 on billboards, posters, brochures, and public transit buses, and in mainstream and multicultural newspapers. The campaign also appeared on wrapped Volkswagen “bugs” last spring and summer.



“Who Cares If You Quit Smoking?”

This message underscores the impact of smoking on the smoker’s family, especially children. The ad, which features a baby’s face, was developed for our multicultural smoking cessation campaign in response to research, which revealed that this message is a powerful motivator to quit smoking in the African-American and Hispanic communities. Further research revealed the universal appeal of the ad encouraging us to

use it more broadly. It is currently featured on buses, billboards, posters, buttons, and brochures, in addition to multicultural newspapers.

Additional messages: “Give your lungs a breather,” “Light up our phone lines instead,” and “No te quemes la vida” are just a few of the messages that have appeared on outdoor advertising and on matchbook covers, coasters, and beverage sleeves placed in bars, restaurants, and coffee houses.

Target Marketing and Promotions

Health Care Professionals: Research tells us that smokers respond when physicians suggest that they quit. In 2001, we created a “black box” full of materials on New Jersey’s Quit services and sent them to 19,000 physicians, dentists, and hospitals, making it simple to refer patients to our services. Referrals from healthcare providers increased. In 2001, 10 percent of all NJ Quitnet and 12 percent of all NJ Quitline referrals came from this source.

Sports Fans: Sports provide an important venue to reach out to large numbers of people, and sports heroes can play an influential role in drawing public attention to a health-related issue. In 2001, we placed print advertisements in three sports facilities at The Meadowlands in East Rutherford, New Jersey: Giants Stadium, Continental Airlines Arena and Meadowlands Racetrack. To reach more football fans, we conducted additional outreach at Giants Stadium for the second consecutive football season in 2001. We created a public service announcement (PSA) for the Jumbotron,

featuring Giants running back, Tiki Barber. The PSA highlighted the stadium’s smoke-free policy and informed fans how to get help through New Jersey’s Quit services. The PSA was shown at every home game during the season, accompanied by an ad in the game bill. We also circulated this PSA to TV stations, and it has been aired on WPIX, WWOR, and WMGM.

College Students, “Get Off Your Butts:” We created and distributed this smoking cessation campaign kit to student life coordinators and health clinics at 36 New Jersey colleges and universities. Sixty-eight percent of them report using the materials. Media outreach conducted for a DHSS presentation of the campaign to the College Presidents’ Council in October 2001 resulted in prominent articles in the *Star Ledger* and the *Home News Tribune* and on News 12 New Jersey. After the campaign launch, the number of young adults using NJ Quitnet and NJ Quitline increased.

We promoted a four-point call-to-action for the presidents: First, to appoint a person at every college or university with the authority to enforce tobacco control policies; second, to create smoke-free dorms and restrict outdoor smoking to a few areas; third, to prohibit the sale of tobacco products on campus; and fourth, to promote the cessation services offered by DHSS to all residents of New Jersey.

Cessation in the News

During the first 14 months after the launch of the Quit services, additional media relations efforts in support of the cessation component of CTCP resulted in an overall print circulation of 15,875,241 and a broadcast circulation through radio talk shows and news coverage of 1,534,249.

Youth Anti-Smoking Campaign Tactics

Advertising – Broadcast

“Not For Sale:” This advertising campaign, launched in February 2001, with two ads entitled “Stay Out” and “I Know,” introduced the REBEL movement’s rallying cry, “Not For Sale.” Placed on radio, TV, billboards, and bus sides, the message shows that teens are not for sale to the marketing tactics of the tobacco industry, and that teens can make an informed decision to be tobacco-free.



Signage at Giants Stadium alerts fans to New Jersey’s Quit services.

“Definitions:” In September 2001, we took the Not For Sale theme to a new level with the introduction of the “Definitions” campaign for TV and radio. The ads superimpose the words “gullible,” “weak,” and “worthless” and their definitions over images of a diverse mix of teens. The ads state that this is the tobacco industry’s opinion of teens as consumers who can be manipulated by clever marketing tactics to buy tobacco products. The teens, who appear smart and in charge, are Not For Sale. The message challenges the tobacco myths that smoking is attractive and empowering. This campaign runs on radio and during prime time on network and

Public Awareness and Media

cable television during programs popular with teens.

“I’m Not For Sale. Are You?” In September 2001, we produced four commercials to air on Channel One, an in-school television channel that reaches nearly 215,000 New Jersey high school students up to two times each week. These ads feature REBEL members who describe their movement and invite their peers to “Join REBEL and tell Big Tobacco that you are Not For Sale.” One ad also features Giants football star Tiki Barber praising REBEL members for their efforts. Channel One advertising is a cost-effective means of reaching teens where they spend much of their time – in school.

REBEL in the News

Ongoing media outreach for REBEL and Not For Sale has achieved broad coverage in the news on the local, statewide, and even the national levels. One of the most popular REBEL stories was the REBEL Beach Butt Clean-up in August 2001. This event garnered prominent stories, many with photos, in most newspapers across the State as well as TV news coverage on CN-8, NJNN, WWOR-9, WTXF-TV (Fox Philadelphia), WMGM-TV/WMBC-TV (NBC Atlantic City), and News 12 New Jersey. This coverage not only raised the visibility of the movement, but also educated the public about the negative environmental impact of smoking and cigarette butts.

National media attention has placed New Jersey’s REBEL movement at the forefront of State youth campaigns and increased REBEL’s appeal to teens. We achieved national television coverage on *The Early Show* with Bryant Gumbel, *Fox and Friends*, and *Good Morning America*. In addition, articles featuring REBEL and New Jersey teens appeared in *Teen People*, *Time for Kids*, *YM*, *Seventeen*, and *Extra*, a weekly reader magazine for middle school and high school students.

Media efforts have reached a print circulation of 24,330,691 and a general market broadcast circulation of 14,756,893 between November 2000 and January 2002. In the past year, more than 90 percent of the state’s teens were exposed to the campaign messages more than eight times per month.

Tobacco Age of Sale Enforcement (TASE) Campaign Tactics

Our *2001 New Jersey Youth Tobacco Survey* indicates that minors (under 18) can still easily purchase tobacco products in the State. Two out of three middle school and high school smokers reported they were not asked to show proof of age when purchasing cigarettes, nor were they refused a purchase. Knowing this, our objective for the tobacco age of sale campaign was to intensify our enforcement and public awareness efforts by reminding vendors that teens must verify their age before purchasing any tobacco products.

In 2001, we created the first display materials designed specifically for New Jersey’s Tobacco Age of Sale Enforcement (TASE) program. Colorful, eye-catching, merchant information kits and display materials designed to appeal to teens and make it easier for clerks to ask customers for proof of age are being mailed to over 18,000 licensed tobacco retailers in the State. The message speaks for the sales clerk: “Nothing proves you’re 18, except your I.D.” Posters, counter mats,

and window decals let customers know that the merchant does not sell tobacco products to minors.

Other Public Awareness and Media Tactics

African-American Heritage Festival and Parade

In May 2001, we launched our new “Who Cares If You Quit Smoking?” campaign at Newark’s 35th annual African-American Heritage Festival and Parade, a major cultural event that draws thousands of people. The CTCP sponsored a parade float and a booth manned by REBEL teens who volunteered to hand out brochures and buttons encouraging smokers to use New Jersey’s Quit services. These spokesteens also recruited new members to REBEL and encouraged teens to sign the Declaration of Independence from Tobacco.

“Tell Someone You Love”

We generated media coverage for this school-based campaign, which asks third-, fourth- and fifth-graders to write letters to loved ones encouraging them to quit smoking. Our efforts generated over 280,000 media impressions, including coverage in *The Bergen Record*, *North Jersey Herald Tribune*, *The Home News Tribune* and *The Star Ledger*. We developed the media outreach component for this initiative to motivate smokers to consider quitting for their children’s sake.

Communications Resources – Marketing and Public Relations

In 2000, through the State bidding process, DHSS contracted with BBDO/Minneapolis, an advertising firm, to be the lead agency for developing and implementing integrated communications campaigns. Under the contract, the firm works in collaboration with Fleishman-Hillard Inc., a public relations agency, and J. Curtis and Company, a specialist in multicultural marketing and communications. This dynamic team has brought an exceptionally high caliber of collective expertise, experience, and creativity to our campaigns.

BBDO is well known for its knowledge of youth marketing. Through its work with Mountain Dew, Pizza Hut, Pepsi, and M&Ms, the agency has a proven track record of talking to teens in their language. As the world’s largest communications firm, Fleishman-Hillard can tap into resources and experience through its global network. Its youth experience includes operating the nation’s largest social marketing campaign on drug prevention for the White House Office of National Drug Control and Policy. J. Curtis has in-depth experience in addressing New Jersey’s diverse population. The State is one of the most culturally and ethnically diverse in the nation. More than one-third of our residents represent minority groups, including African-Americans, Hispanics, Asians, and Native Americans.

Together, these agencies have helped us propel the Quit services and the REBEL/Not For Sale campaign to the forefront of awareness among New Jersey residents. In addition to building basic awareness of the CTCP programs, they have helped us deepen the public’s understanding of these programs and how tobacco control benefits them. They are responsible not just for developing our core campaign, but for initiating a continuing flow of creative new ways to break through the clutter and get those campaign messages heard above the noise.